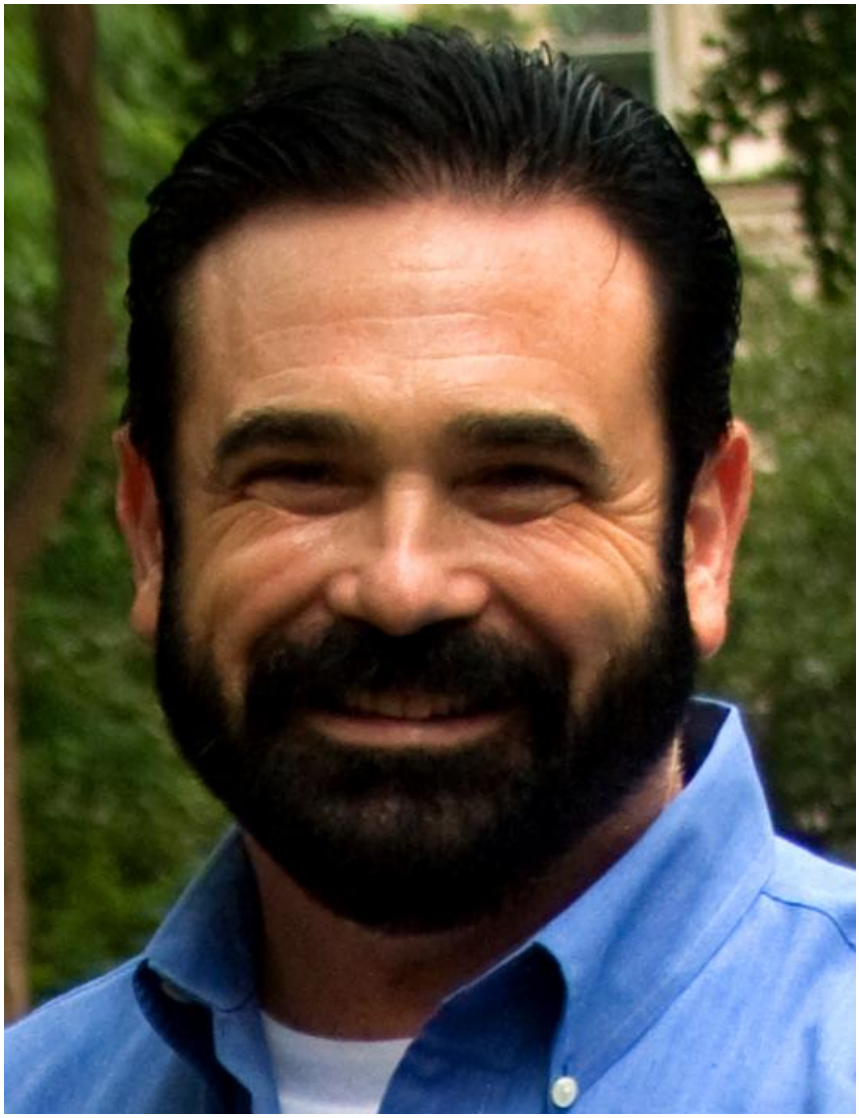

LIFE'S A PITCH

THE BILLY MAYS STORY

Written by Arthur Bullock

Billy Mays was born as William Darrell Mays Jr. on July 20, 1958 to parents William Mays Sr. and Joyce Palm Mays in McKees Rocks, Pennsylvania. He was married to ex-wife Dolores “Dee-Dee” Mays which ended in divorce. He was also married to his wife Deborah Lynn Mays. He had two children, musician Billy Mays III (born on August 12, 1986) and Elizabeth “Lizzie” Mays (Born on March 10, 2006) . He was a direct-response

salesman who sold and endorsed numerous products including OxiClean, Orange Glo, Kaboom, and Zorbeez. He was with his partner Anthony Sullivan (born on February 11, 1969) in the documentary series PitchMen. Known for his distinctive beard, attire, and “raising his voice at the audience”, he became one of the most famous pitchmen Americans have ever seen. Before his “Pitchman” years, Billy Mays was a

student at Sto-Rox High School in Stowe Township, Pennsylvania. He was also a college student at West Virginia University where he was a walk-on linebacker on the Mountaineers team. After dropping out of college in 1983, Billy Mays worked for his father's hazardous waste company before moving to Atlantic City, New Jersey. He also traveled to county fairs, home shows, and auto shows, selling his inventions

across the United States for twelve years. Billy Mays was the founder and CEO of Mays Promotions Inc. based in his home in Odessa, Florida. In October 2000, He shot his two-minute commercial for the OxiClean Corporation. In December 2008, Billy Mays appeared in commercials for ESPN's online service, ESPN360. He also made live appearances during the 2008 Champs Sports Bowl game. He appeared on

The Tonight Show with Jay Leno on March 27, 2009. Billy Mays appeared, along with his partner Anthony Sullivan, on The Tonight Show with Conan O'Brien on June 23, 2009. Billy Mays died from severe hypertensive heart disease due to high blood pressure on June 28, 2009 in Tampa, Florida. His funeral was held on July 3, 2009 in his hometown in McKees Rocks, Pennsylvania. He was 50 years old. In the South Park episode "Dead

Celebrities”, the ghost of Billy Mays appeared along with the ghosts of Michael Jackson, Farrah Fawcett, DJ AM, Ed McMahon, Patrick Swayze, and David Carradine. His legacy will live on forever. Long live the extraordinary pitchman, Billy Mays.

HERE'S A LIST OF PRODUCTS BILLY MAYS ENDORSED THROUGHOUT THE YEARS

Mighty Putty: An epoxy adhesive putty that fixes and repairs plastic, metal, wood, ceramics, tile, glass, brick, and copper.

Mighty Mendit: A flexible bonding agent that mends ripped cloth, denim, lace, and leather.

Mighty Tape: A self-fusing silicone tape that repairs pipes, leaky hoses, and broken cable wires.

Mighty Shine: A powdered tarnish remover that cleans rusty metal.

Awesome Auger: A gardening tool made for drills.

Zorbeez: A super-absorbent towel that picks up 20x its liquid (A competitor to ShamWow).

Quick Chop: A kitchen tool that chops food (A competitor to Slap Chop).

Big City Slider Station: A pan that cooks five mini burgers.

Green Now!: A lawn fertilizer in an aerosol can.

Jupiter Jack: A hands-free device for cell phones.

Micro Touch Turbo: A hair-trimming device.

Flies Away: A fly trap that catches thousands of flies.

Quik Strip: A unique wire cutting tool.

Rotomatic: An all-in-one tool that sands, drills, polishes, and grinds and cuts any material.

Samurai Shark: A unique knife sharpener.

Six Shooter: Power tool that has six drill bits in one.

Grabit: A broken screw extractor.

Bit Shooter: A screwdriver with six bits in one.

Max Grip Dash Tray: Dashboard tray that organizes cell phones, MP3 players, and various objects.

Tool Band-It: An armband that is magnetic to tools.

Gopher: A grabbing tool that picks up out-of-reach objects.

Impact Gel: A set of shock-resistant shoe inserts.

The Ding King: A device used for removing dents and dings in cars and trucks.

Steam Buddy: A lightweight handheld steamer.

Dual Saw: A circular saw with two blades in one.

Handy Switch: A wireless electric switch.

Hercules Hooks: A set of hooks that hang objects on the wall.

What Odor?: An odor-removing spray that contains 41 essential oils.

EZ Bundler: A unique strapping tool that bundles and secures objects.

Magic Carry: A harness system that picks up heavy objects.

Turbo Tiger: A handheld lightweight vacuum.

Simoniz Products: Fix-It, a scratch remover. Liquid Diamond, a car wax spray. Aquapel, a hydrophobic glass treatment. Sealtite, a tire repair kit.

Zip Wrench: An adjustable wrench.

Fone Free: A hands-free device for cell phones.

Grout Aide: A marker that is used for repairing tile and grout.

Grip Wrench: A unique wrench used for gripping.

Grip N' Lift: A large grabbing tool that picks up garbage, leaf piles, and dirty debris.

Engrave-It: A tool used for engraving names on metal, wood, and copper surfaces.

Grater Plater: A ceramic plate with triple-glazed grater teeth.

Vidalia Chop-It: A kitchen tool that chops food.

Vidalia Slice Wizard: A kitchen tool that slices, minces, and juliennes food.

Vidalia Slice-It: A square-shaped kitchen tool that slices food.

Lint-B-Gone: A dryer lint brush.

Vidalia Peeling Gloves: Kitchen gloves that peel potatoes, apples, and carrots.

Gator Blades: Heavy duty windshield wiper blades.

Motor Up: A brush used for washing cars.

EZ Roller: A unique tool used for painting walls.

Arm & Hammer Baking Soda

Pro Handle: A unique handle attached to any broom, rake, and mop.

OxiClean: A general oxygen-based purpose cleaner that eliminates every stain.

Orange Glo: An orange oil-based purpose cleaner that polishes and rejuvenates wood.

Orange Clean: An orange oil-based purpose cleaner that cuts through grease and grime.

Kaboom: An all-natural bathroom cleaner that cuts through soap scum, calcium, rust, and lime.

Safety Beep: A stick-on alert device for cars moving in reverse.

iTie: A necktie with hidden pockets.

WashMatik: A hose that pumps water from a bucket without being hooked up to a faucet.

DC brand Snowboards and Boots

SPECIAL THANKS TO

Anthony Sullivan (partner of Billy Mays)
Deborah Mays (wife of Billy Mays)
Elizabeth Mays (daughter of Billy Mays)
Billy Mays III (musician and son of Billy Mays)
Vince Offer (The ShamWow Guy)
William Mays Sr. and Joyce Palm Mays (parents of Billy Mays and grandparents of Billy Mays III and Elizabeth Mays)
Trey Parker and Matt Stone
The OxiClean Company
Dolores "Dee-Dee" Mays (ex-wife of Billy Mays)
The Arm & Hammer Company
Simoniz
Sandstrom, an As Seen on TV company
TeleBrands
Invention Channel
The people and cities of McKees Rocks and Pittsburgh, PA
The people and cities of Tampa and Odessa, FL
Sto-Rox High School, Stowe Township, PA
West Virginia University, Morgantown, WV

PITCHMEN
Courtesy of Discovery Communications

SOUTH PARK
Courtesy of Comedy Central and MTV Entertainment Studios

THE TONIGHT SHOW WITH JAY LENO
Courtesy of NBC Studios

THE TONIGHT SHOW WITH CONAN O'BRIEN
Courtesy of NBC Studios

IN LOVING MEMORY OF BILLY MAYS

(July 20, 1958-June 28, 2009)

“Life’s a pitch, then you buy.” - Billy Mays

COMING SOON

Sully's Life: The Anthony Sullivan Story

ShamPow!: The Vince Offer Story

Random Hero: The Ryan Dunn Story

Good Morning, South Park!: The Trey Parker and Matt Stone Story

Wakanda Forever: The Chadwick Boseman Story

Vicious Circles: The Sid Vicious Story

Promises! Promises!: The Jayne Mansfield Story

The King of Pop: The Michael Jackson Story

Spies and Machetes: The Robert Rodriguez Story

Dark Fables: The Guillermo Del Toro Story

Double Tap: The Woody Harrelson Story

Supernanny: The Jo Frost Story, Part One

Very Busey: The Gary Busey Story

Bourne and Bred: The Matt Damon Story

Black Widows: The Scarlett Johansson Story

Brokeback Lords: The Heath Ledger Story

Kano Wins: The Trevor Goddard Story

Bandini Rabbits: The James Franco Story

Simple Lives: The Paris Hilton Story

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